

ABSTRACT OF THE DISCLOSURE

The invention relates to a liquid crystal display used as a display section of an electronic apparatus and provides a liquid crystal display having high chromaticity characteristics and viewing angle characteristics. A configuration is employed which includes substrates having electrodes on respective surfaces thereof opposite to each other, a liquid crystal sealed between the substrates, and a pixel region including a low effective voltage area in which an effective voltage applied to the liquid crystal is lower than a voltage applied between the electrodes, the low effective voltage area occupying part of the region in a predetermined area ratio, the pixel region having a threshold voltage that varies between the low effective voltage area and another area.